LEO BURNETT COMPANY, *Inc.*

Ad No. 483—Req. No. 72512—Page—4 colors—Bleed—5⅜ x 7¾ in.—TV Guide, 1970 (A)

Printed in U.S.A.

Lower in tar than 95% of all cigarettes sold.

MULTIFILTER

A low tar cigarette with a tobacconist's kind of flavor.

Consider this fact! New Multifilter is lower in tar at 14 mgs. than 95% of all cigarettes sold in U.S.*

**FTC findings: highest-yielding cigarette delivers 31 mgs. tar—the lowest delivers 2 mgs. tar.*

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Source: https://www.industrydocuments.ucsf.edu/docs/qbxx0001

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